

## ORDER



**Orders**  
**Order / Rev:** 1311470  
**Alt Order #:** 08412066  
**Product Desc:** CHRIS JACOBS FOR SEN  
**Estimate:** 134  
**Flight Dates:** 10/10/16 - 10/16/16  
**Original Date / Rev:** 10/07/16 / 10/07/16  
**Order Type:** Political

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Brabender Cox Mihalke/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1218 Grandview Avenue  
 Pittsburgh, PA. 15211

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Chris Jacobs for Senate / POL  
**Demographic:** A35+  
**Product Codes:** PL-State House Representative  
**Priority:** P04-GB  
**Revenue Codes:** AGY, (POL) Political, (POL) Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 107125  
**Agency External ID:** 28766AG  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/16/16	34	\$28,860.00	\$24,531.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	34	\$28,860.00	\$24,531.00	0.00
<b>Totals</b>	<b>34</b>	<b>\$28,860.00</b>	<b>\$24,531.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WGRZ	39%	\$28,860.00
Market	100%	\$74,000.00

## Competitive Share

Competitive Share	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	26%	\$19,240.00
WKBW	19%	\$14,060.00
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	2%	\$1,480.00
WNYB	0%	\$0.00
WNYO	5%	\$3,700.00
WUTV	9%	\$6,660.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	10/14/16	10/14/16	Local News @ 5p M-F	CM	5-530p	----F--	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
CH 2 NEWS FIRST AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	----F--		1				\$700.00		0.00			
E 2	WGRZ	10/14/16	10/14/16		CM	530-6p	----F--	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00

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 Estimate: 134

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 530p M-F											
				Local News @ 530p M-F											
				CH 2 NEWS AT 530PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	----F--					1	\$700.00		0.00			
E 3	WGRZ	10/14/16	10/14/16	Local News @ 6p M-F	CM	6-630p	----F--	:30	1	\$980.00	P03-F	0.00	NM	1	\$980.00
				Local News @ 6p M-F		(6:00 PM-6:30 PM)									
				CH 2 NEWS AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	----F--					1	\$980.00		0.00			
E 4	WGRZ	10/14/16	10/14/16	Local News @ 6a M-F	CM	6-7a	----F--	:30	1	\$595.00	P03-F	0.00	NM	1	\$595.00
				Local News @ 6a M-F											
				DAYBREAK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	----F--					1	\$595.00		0.00			
E 5	WGRZ	10/14/16	10/14/16	ET 7-730p	CM	7-730p	----F--	:30	1	\$585.00	P02-F	0.00	NM	1	\$585.00
				Entertainment Tonight											
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	----F--					1	\$585.00		0.00			
E 6	WGRZ	10/14/16	10/14/16	Today Show	CM	Today Show	----F--	:30	1	\$400.00	P03-F	0.00	NM	1	\$400.00
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	----F--					1	\$400.00		0.00			
E 7	WGRZ	10/10/16	10/10/16	Local News @ 5p M-F	CM	5-530p	M-----	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
				Local News @ 5p M-F											
				CH 2 NEWS FIRST AT 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----					1	\$700.00		0.00			
E 8	WGRZ	10/10/16	10/10/16	Local News @ 530p M-F	CM	530-6p	M-----	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
				Local News @ 530p M-F											
				CH 2 NEWS AT 530PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----					1	\$700.00		0.00			
E 9	WGRZ	10/10/16	10/10/16	Local News @ 6a M-F	CM	6-7a	M-----	:30	1	\$595.00	P03-F	0.00	NM	1	\$595.00
				Local News @ 6a M-F											
				DAYBREAK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----					1	\$595.00		0.00			
E 10	WGRZ	10/10/16	10/10/16	Today Show	CM	Today Show	M-----	:30	1	\$400.00	P03-F	0.00	NM	1	\$400.00
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----					1	\$400.00		0.00			
E 11	WGRZ	10/10/16	10/10/16	Mon Prime Other	CM	8p-11p	M-----	:30	1	\$3,060.00	P02-F	0.00	NM	1	\$3,060.00
				Mon Prime Special		(8:00 PM-10:00 PM)									
				THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----					1	\$3,060.00		0.00			
E 12	WGRZ	10/15/16	10/15/16	Local News @ 6p Sa	CM	6-630p	-----S-	:30	1	\$560.00	P03-F	0.00	NM	1	\$560.00
				Local News @ 6p Sa		(6:00 PM-6:30 PM)									
				CH 2 NEWS AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	-----S-					1	\$560.00		0.00			
E 13	WGRZ	10/15/16	10/15/16	Local News @ 6a Sa	CM	Sat Early Daybreak	-----S-	:30	1	\$300.00	P02-F	0.00	NM	1	\$300.00
				Local News @ 6a Sa											
				EARLY SATURDAY DAYBREAK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	-----S-					1	\$300.00		0.00			
E 14	WGRZ	10/16/16	10/16/16		CM	6-630p	-----S	:30	1	\$720.00	P02-F	0.00	NM	1	\$720.00

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 6p Su		(6:00 PM-6:30 PM)									
				CH 2 NEWS AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----S					1	\$720.00		0.00			
E 15	WGRZ	10/16/16	10/16/16	Local News @ 7a Su	CM	7-8a	-----S	:30	1	\$450.00	P02-F	0.00	NM	1	\$450.00
				Local News @ 7a Su		(7:00 AM-8:00 AM)									
				SUNDAY DAYBREAK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----S					1	\$450.00		0.00			
E 16	WGRZ	10/16/16	10/16/16	Today Show Su	CM	8a-9a	-----S	:30	1	\$660.00	P02-F	0.00	NM	1	\$660.00
				NBC Today Show (Su)		(8:00 AM-9:00 AM)									
				SUNDAY TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----S					1	\$660.00		0.00			
E 17	WGRZ	10/16/16	10/16/16	NFL Su Night Game	CM	NFL Regular Seas	-----S	:30	1	\$2,275.00	P03-F	0.00	NM	1	\$2,275.00
				NFL Regular Season		(8:30 PM-11:00 PM)									
				SUNDAY NIGHT FOOTBALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----S					1	\$2,275.00		0.00			
E 18	WGRZ	10/13/16	10/13/16	Local News @ 5p M-F	CM	5-530p	---T---	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
				Local News @ 5p M-F											
				CH 2 NEWS FIRST AT 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---T---					1	\$700.00		0.00			
E 19	WGRZ	10/13/16	10/13/16	Local News @ 530p M-F	CM	530-6p	---T---	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
				Local News @ 530p M-F											
				CH 2 NEWS AT 530PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---T---					1	\$700.00		0.00			
E 20	WGRZ	10/13/16	10/13/16	ET 7-730p	CM	7-730p	---T---	:30	1	\$585.00	P02-F	0.00	NM	1	\$585.00
				Entertainment Tonight											
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---T---					1	\$585.00		0.00			
E 21	WGRZ	10/13/16	10/13/16	Today Show	CM	Today Show	---T---	:30	1	\$400.00	P03-F	0.00	NM	1	\$400.00
				Today Show		(7:00 AM-9:00 AM)									
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---T---					1	\$400.00		0.00			
E 22	WGRZ	10/13/16	10/13/16	Today Show 2	CM	9-10a	---T---	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
				Today Show 2		(9:00 AM-10:00 AM)									
				TODAY SHOW 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---T---					1	\$225.00		0.00			
E 23	WGRZ	10/13/16	10/13/16	Thu Prime B	CM	9p-10p	---T---	:30	1	\$1,400.00	P04-C	0.00	NM	1	\$1,400.00
				Thu Prime B											
				CHICAGO MED											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	---T---					1	\$1,400.00		0.00			
E 24	WGRZ	10/11/16	10/11/16	Local News @ 530p M-F	CM	530-6p	-T-----	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
				Local News @ 530p M-F		(5:30 PM-6:00 PM)									
				CH 2 NEWS AT 530PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-T-----					1	\$700.00		0.00			
E 25	WGRZ	10/11/16	10/11/16	Local News @ 6p M-F	CM	6-630p	-T-----	:30	1	\$980.00	P03-F	0.00	NM	1	\$980.00
				Local News @ 6p M-F		(6:00 PM-6:30 PM)									
				CH 2 NEWS AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-T-----					1	\$980.00		0.00			
E 26	WGRZ	10/11/16	10/11/16		CM	7-730p	-T-----	:30	1	\$585.00	P02-F	0.00	NM	1	\$585.00

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Advertiser: Chris Jacobs for Senate / POL  
 Product Desc: CHRIS JACOBS FOR SEN  
 Estimate: 134  
 WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				ET 7-730p											
				Entertainment Tonight		(7:00 PM-7:30 PM)									
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	-T-----					1	\$585.00		0.00			
E 27	WGRZ	10/11/16	10/11/16	Today Show	CM	Today Show	-T-----	:30	1	\$400.00	P03-F	0.00	NM	1	\$400.00
				Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	-T-----					1	\$400.00		0.00			
E 28	WGRZ	10/11/16	10/11/16	Today Show 2	CM	9-10a	-T-----	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
				Today Show 2	(9:00 AM-10:00 AM)										
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	-T-----					1	\$225.00		0.00			
E 29	WGRZ	10/11/16	10/11/16	Tue Prime B	CM	9p-10p	-T-----	:30	1	\$2,385.00	P02-F	0.00	NM	1	\$2,385.00
				Tue Prime B	(9:00 PM-10:00 PM)										
THIS IS US															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	-T-----					1	\$2,385.00		0.00			
E 30	WGRZ	10/12/16	10/12/16	Local News @ 5p M-F	CM	5-530p	--W----	:30	1	\$700.00	P03-F	0.00	NM	1	\$700.00
				Local News @ 5p M-F	(5:00 PM-5:30 PM)										
CH 2 NEWS FIRST AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	--W----					1	\$700.00		0.00			
E 31	WGRZ	10/12/16	10/12/16	Local News @ 6p M-F	CM	6-630p	--W----	:30	1	\$980.00	P03-F	0.00	NM	1	\$980.00
				Local News @ 6p M-F	(6:00 PM-6:30 PM)										
CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	--W----					1	\$980.00		0.00			
E 32	WGRZ	10/12/16	10/12/16	Local News @ 6a M-F	CM	6-7a	--W----	:30	1	\$595.00	P03-F	0.00	NM	1	\$595.00
				Local News @ 6a M-F											
DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	--W----					1	\$595.00		0.00			
E 33	WGRZ	10/12/16	10/12/16	Today Show	CM	Today Show	--W----	:30	1	\$400.00	P03-F	0.00	NM	1	\$400.00
				Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	--W----					1	\$400.00		0.00			
E 34	WGRZ	10/12/16	10/12/16	Wed Prime B	CM	9p-10p	--W----	:30	1	\$2,520.00	P02-F	0.00	NM	1	\$2,520.00
				Wed Prime B											
LAW & ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	--W----					1	\$2,520.00		0.00			
													Totals	34	\$28,860.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WGRZ Buffalo, NY

**Date:** 10/03/2016

I, BRABENDERCox LLC,

being/on behalf of: CHRIS JACOBS,

a legally qualified candidate of the REPUBLICAN

political party for the office of: STATE SENATE

in the 2016 GENERAL

election to be held on: NOVEMBER 8TH

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered			

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

CHRIS JACOBS FOR NY STATE SENATE

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lori McDermott

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/03/2016

**Date**

**Liz Brabender Kundu**

**Signature**

Digitally signed by Liz Brabender Kundu  
Date: 2016.08.15 11:58:21 -04'00'

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Title**

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, BRABENDERCox LLC

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

**Liz Brabender Kundu**

Digitally signed by Liz Brabender Kundu  
Date: 2016.01.21 21:08:41 -05'00'

**signature of candidate or authorized committee**

**LIZ BRABENDER KUNDU**

**printed name**

**10/03/2016**

**date**